

Navigating Change in the Health Care Universe

athena

there is a better way

Achieving Meaningful Use and Preparing for What's Next

Join athenahealth for a private dinner at the Four Seasons Hotel St. Louis on July 26, and find out how to stay both compliant and profitable during a time of enormous change.

The convergence of Meaningful Use, the Affordable Care Act, and the HIPAA transitions to ANSI 5010 and ICD-10 have swept up physicians in a perfect storm of change. Maneuvering through it all, while keeping your focus on patient care and practice growth, is no easy task. It requires the right combination of cloud-based software, networked knowledge, back-office services, and a partner invested in your ongoing success.

At this July 26th dinner event, we'll discuss:

- ▶ How to get paid up to \$44,000 for Meaningful Use without adding to your workload—and how athenahealth clients are seeing success and banking their year one incentive checks.
- ▶ How we can minimize disruption with the current ANSI 5010 conversion, and ensure compliance with ICD-10 in October 2013.
- ▶ How our cloud-based model gives us unique insight and visibility into how every practice on our network is performing—allowing us to optimize incentives and enhance your productivity.
- ▶ How we can help drive more revenue from other Pay for Performance programs and accelerate NCQA Patient-Centered Medical Home recognition.

Join our event and leave with a better understanding of the challenges and opportunities ahead, and how athenahealth's cloud-based service model can help you stay profitable through the change.

Join us on July 26th at 6:00 p.m.

EXHIBIT

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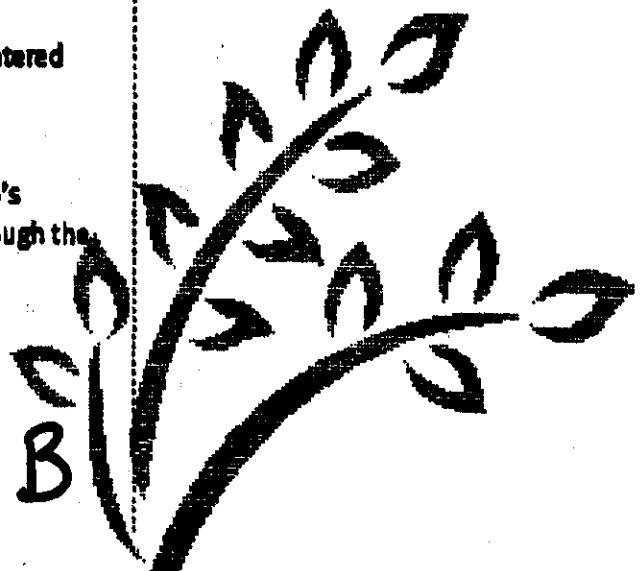
**Four Seasons Hotel St. Louis
999 North 2nd Street
St. Louis, MO 63102**

6:00 p.m. Registration, Cocktails
6:30 p.m. Presentation and Dinner
7:30 p.m. Questions and Networking

This is a private event by invitation only, seating is limited.

Register today:

- ▶ Visit www.athenahealth.com/StLouisMO
- ▶ Fax registration form on back
- ▶ E-mail information on form to seminars@athenahealth.com



St. LOUIS Heart Center

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Dinner Seminar Registration Form

מס' תעודת זהות - 7220717 - שם פרטי - משה

Four Seasons Hotel St. Louis • 999 North 2nd Street • St. Louis, MO 63102
To register to attend, return this form by fax to 800-532-8636.

Dinner Seminar Registration Form

OTM

Westin Book Cadillac • Detroit, MI Tuesday, June 16, 2015 • 6:00 pm

**This complimentary dinner discussion is invitation-only. Seating is limited.
To register to attend, please fax this form to 888.512.8436.**

***This event is complementary for physicians, office managers, practice administrators and practice owners and by invitation only — not for billing coders. Seating is limited to four attendees per practice.**

Registration Form

☐ Yes, I plan to attend; please see the information below

☐ Unfortunately, I cannot attend; but I am interested in learning more about athenahealth

Number of attendees _____

Full name _____

Title _____

Practice name _____

Phone number _____

E-mail address _____

Specialty _____

Number of physicians in your practice _____

Additional Attendee Information

Full Name	Title	Email Address	Phone #
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Full Name	Title	Email Address	Phone #
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Full Name	Title	Email Address	Phone #
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Westin Book Cadillac • 1114 Washington Boulevard • Detroit, MI 48226
To register to attend, return this form by fax to 888.512.8436.

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Navigating Change in the Health Care Universe

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^{St. HC} Achieving Meaningful Use and Preparing for What's Next

Join athenahealth for a private dinner at the The Ritz Carlton, St. Louis on April 5, and find out how to stay both compliant and profitable during a time of enormous change.

The convergence of Meaningful Use, the Affordable Care Act, and the HIPAA transitions to ANSI 5010 and ICD-10 have swept up physicians in a perfect storm of change. Maneuvering through it all, while keeping your focus on patient care and practice growth, is no easy task. It requires the right combination of cloud-based software, networked knowledge, back-office services, and a partner invested in your ongoing success.

At this April 5th dinner event, we'll discuss:

- ▶ How to get paid up to \$44,000 for Meaningful Use without adding to your workload—and how athenahealth clients are seeing success and banking their year one incentive checks.
- ▶ How we can minimize disruption with the current ANSI 5010 conversion, and ensure compliance with ICD-10 in October 2013.
- ▶ How our cloud-based model gives us unique insight and visibility into how every practice on our network is performing—allowing us to optimize incentives and enhance your productivity.
- ▶ How we can help drive more revenue from other Pay for Performance programs and accelerate NCQA Patient-Centered Medical Home recognition.

Join our event and leave with a better understanding of the challenges and opportunities ahead, and how athenahealth's cloud-based service model can help you stay profitable through the change.

Join us on April 5th at 6:00 p.m.

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The Ritz Carlton, St. Louis
100 Carondelet Plaza
St. Louis, MO 63105

6:00 p.m. Registration, Cocktails
6:30 p.m. Presentation and Dinner
7:30 p.m. Questions and Networking

This is a private event by invitation only, seating is limited.

Register today:

- ▶ Visit www.athenahealth.com/StLouisMO
- ▶ Fax registration form on back
- ▶ E-mail information on form to seminars@athenahealth.com


EXHIBIT A

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Dinner Seminar Registration Form

STXHC

The Ritz Carlton, St. Louis • St. Louis, MO
Thursday, April 5, 2012 • 6 pm

99b X.

This complimentary dinner seminar is invitation-only. Seating is limited.
To register to attend, please fax this form to 888.512.8436.

Registration Form

☐ Yes, I plan to attend; please see the information below

☐ Unfortunately, I cannot attend; but I am interested in learning more about athenahealth

Number of attendees: _____

Full name: _____

Title: _____

Practice name: _____

Phone number: _____

E-mail address: _____

Specialty: _____

Number of physicians in your practice: _____

Additional Attendee Information

Full Name	Title	Email Address	Phone #
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Full Name	Title	Email Address	Phone #
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Full Name	Title	Email Address	Phone #
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The Ritz Carlton, St. Louis • 100 Cannondale Plaza • St. Louis, MO 63105
To register to attend, return this form by fax to 888.512.8436.

EXHIBIT A